"Three Days in Purple: The Magic of the Fifth Edition of the International Lavender Festival Captivates Chirpan"

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A colorful, fragrant, and unforgettable experience in the heart of Thrace

There are places where the scent lingers in your memories long after you leave. When the sun touches the endless fields and the air grows heavy with a soothing aromatic breeze, Chirpan turns into a veritable fairy tale. From June 19 to 21, 2026, the City of Yavorov hosts the fifth anniversary edition of the International Lavender Festival – transforming the purple fields into a palette of beauty, traditions, music, and inspiration.

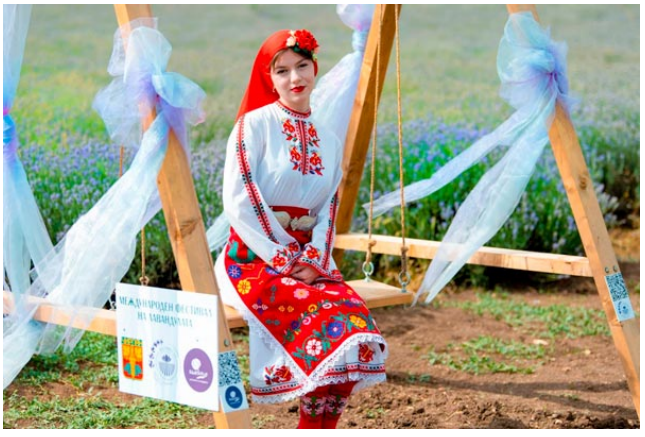


Photo: Hristo Kracholov

Under the patronage of the Ministry of Tourism, the festival opens its doors wide to all seekers of harmony. The celebration spans four main locations: Saedinenie Square in Chirpan, the villages of Sredno Gradishte and Rupkite, and the iconic Trendafilov lavender field. For the convenience of guests, a spe-

cial tourist train runs from 9:00 AM on June 19 to 2:00 PM on June 21, connecting the city's landmarks directly to the violet fields.

Daily Program: Breathtaking Memories

Friday (June 19) – Festive Start Under the Stars The festival curtain rises at Saedinenie Square, filling it with color and atmosphere. During the day, the Lavender Crafts, Farmers, and Arts Bazaar opens its doors, offering handmade items and natural cosmetics. A beautiful festive procession kicks off the festival magic, followed by an official ceremony. The first evening concludes with an unforgettable concert under the stars by the Vidin Symphonietta and special performances by Orlin Goranov, Margarita Hranova, and the talented children of Chirpan.

Saturday (June 20) – From Traditions and Adrenaline to Lunar Rhythms The true magic begins before sunrise. At 6:00 AM at the Trendafilov lavender field, the first rays are greeted with Paneurhythmy – a harmonious dance between man and nature. At exactly 9:00 AM, one of the most beautiful traditions comes to life: the ritual reaping. With sickles in hand and folk songs, the custom of harvesting is reenacted, bringing visitors back to their roots and the earth.

Between 9:00 AM and 12:00 PM, 360-degree video memories are captured in the field. For thrill-seekers, flights with a motorized paraglider over the village of Rupkite are offered (from 6:30 to 10:30 AM and from 6:00 to 8:00 PM, with advance booking), revealing a unique mosaic of purple hues stretching to the horizon.



Of particular interest are the wine tastings in the village of Sredno Gradishte and visits to the distillery of Gradishte Agro, where guests can experience the scent of freshly distilled lavender and learn about lavender oil production. From 7:00 PM to 11:00 PM, the square in Chirpan transforms into a musical fiesta with international formations, the Petoliniye vocal group, a drum school, Plamen Bonev (De La Bona), DEEP ZONE Project, and DJ Dian Solo.

Sunday (June 21) – International Day of Yoga and Art The morning begins at 6:00 AM with Paneurhythmy, and at 7:00 AM, a relaxing yoga session in the lavender takes place, marking the International Day of Yoga. The afternoon is dedicated to creativity – children's art games, Bollywood dances, exhibitions, and exotic rhythms. The musical finale occurs at 1:00 PM with gentle film classics performed by Lilit Danielyan (Armenia).

Festival Zones and New Attractions:

- **Hammock Park and Lavender Bar (village of Rupkite):** Open between 11:00 AM and 6:00 PM, the park promises relaxation for the whole family. While children enjoy the special corner, adults can try the famous lavender beer.
- **Stained Glass Workshop:** Creative souls will find inspiration in creating art with light and colors, blending contemporary creativity with traditional crafts.
- **International Cultural Exchange:** Presentation of award-winning participants in the National Crafts Fair and folklore performances by groups from Ecuador, Peru, China, India, Vietnam, and Armenia.